

### **Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

### **Listing of Claims:**

Claim 1 (cancelled).

Claim 2 (currently amended): A method of providing customer service interactions and rating of customer service via a communications network, comprising:

accessing an interactive website by a customer;

inputting by the customer to the interactive website;

sending by the customer, over the communications network to the interactive website, a comment and a customer service rating by the customer corresponding to a content entered in the step of inputting, the comment and the customer service rating relevant to a customer service provider;

receiving a the comment and the customer service rating at a storage operable in conjunction with a host server of the interactive website a comment about a company or a company's products and services from a consumer of the company;

storing the comment and the customer service rating in the storage;

providing access to the comment via the communications network;

sending notification to the company that the comment has been received;

receiving a query from the company;

receiving a response to the comment from the company;

~~storing the response from the company; and~~  
~~providing access to the response via the communication network~~  
manipulating the comment and the customer service rating in the storage;  
deriving a customer service points score reflecting the comment and the  
customer service rating, as well as other information and inputs to the storage,  
including inputs by pluralities of different ones of the customer, relevant to the  
customer service provider;  
notifying the customer service provider that the comment is in the storage;  
making the interactive website accessible to the customer service provider  
at a geographic location remote from the storage;  
viewing the rating on the interactive website by the customer service  
provider at the geographic location;  
viewing the comment on the interactive website by the customer service  
provider at the geographic location;  
inputting by the customer service provider, to the interactive website, a  
response to the comment;  
storing the response in the storage; and  
accessing the interactive website by the customer to view the response.

Claims 3 (cancelled).

Claim 4 (currently amended): The method of claim 2, further comprising:

~~sending notification to the consumer~~ notifying the customer that ~~the a~~  
response ~~to the comment~~ has been received is in the storage;  
~~receiving a query from the consumer; and~~  
~~forwarding the response to the consumer.~~

Claims 5-9 (cancelled).

Claim 10 (currently amended): The method of claim 4, wherein ~~said forwarding~~  
~~the comment to the company and forwarding the response to the consumer~~ at least one of  
the step of notifying the customer or the step of notifying the customer service provider  
comprises sending an ~~notification via~~ e-mail.

Claims 11-15 (cancelled).

Claim 16 (currently amended): The method of claim ~~3~~10, further comprising:  
embedding a hyperlink into ~~the~~ an e-mail ~~notification~~;  
~~said sending a notification to the company comprising sending the e-mail~~  
~~notification to a company; and~~  
~~said receiving a query and forwarding the comment to the company~~  
~~comprising providing access to the company in response to selection of the~~  
~~embedded hyperlink~~  
accessing the interactive website via the hyperlink, to view the comment.

Claim 17 (cancelled).

Claim 18 (currently amended): The method of claim 167, further comprising:

~~providing a website and enabling access to the website via the communication network; and~~

enabling the customer service provider company to register at the interactive website;

registering by the customer service provider; and

preventing the customer service provider from performing the steps of viewing the rating, viewing the comment and inputting by the customer service provider the response, unless the customer service provider has first successfully completed the step of registering.

Claims 19-32 (cancelled).

Claim 33 (currently amended): A system for providing a customer service intermediary between at least one consumer communication device and a ~~company~~ customer service communication device across a communication network, comprising:

a processor;

a memory device coupled to said processor;

a communication device coupled to said processor and said memory device, that enables communication via the communication network;

a database that is stored and updated in said memory device; and

an application program that is executed by said processor from said memory device comprising:

first code, responsive to a query from the consumer communication device via said communication device, that instructs said communication device to make accessible by the consumer communication device an interactive website suitable for input of a comment and a rating at the consumer communication device, the comment being deliverable to the communication device coupled to the processor and the memory send a data entry form to the consumer communication device;

second code, responsive to receiving the comment and the rating ~~a data entry form back from the consumer communication device via~~ at said communication device, that stores the a comment and the rating ~~from the data entry form~~ into said database; and

third code, responsive to receiving the comment and the rating ~~at said data entry form back from the consumer communication via~~ said communication device, that instructs said communication device to send a notification ~~of the comment~~ to the company customer servicer communication device;

fourth code, responsive to receiving the comment and the rating at said communication device, that calculates a point score corresponding to the rating and others of the rating then stored in said database; and

fifth code, responsive to a query from other than said communication device, that makes accessible the point score as having then been calculated and also makes accessible the comment and any other comments in the database.

Claim 34 (currently amended): The system of claim 33, the application program further comprising:

~~fourth~~ sixth code, responsive to a query from the ~~company~~ customer servicer communication device via said communication device, that instructs said communication device to forward a notice of said comment to the ~~company~~ customer servicer communication device;

seventh code, responsive to a registration submitted by the customer servicer communication device via said communication device, that makes operable the eighth and ninth codes;

~~fifth~~ eighth code, responsive to a query from the ~~company~~ customer servicer communication device via said communication device, that instructs said communication device to ~~send~~ authorize access by the customer servicer communication device to the comment a response data form to the company ~~customer servicer communication device;~~ and

ninth code, responsive to operation of the eight code, that allows the customer servicer communication device to respond to the comment

~~sixth code, responsive to receiving a response data form back from the company customer servicer communication device via said communication device that stores a response from said response data form into said database; and~~

~~seventh code, responsive to receiving said response data form back from the company customer servicer communication device via said communication device that instructs said communication device to send a notification of the response to the consumer communication device.~~

Claim 35 (currently amended): The system of claim 34, the application program further comprising:

~~tenth~~ ~~eight~~ code, responsive to operation of the ninth code ~~a query from the consumer communication device via said communication device~~, that instructs said communication device to forward any ~~said~~ response from operation of the ninth code to the consumer communication device.

Claims 36-45 (cancelled).

Claim 46 (new): An interactive customer service system operable via a computer network, comprising:

- a website communicably connected to the computer network;
- a customer device communicably connected to the computer network;
- a comment input by the customer device to the website over the computer network;
- a customer service provider device communicably connected to the computer network;
- a host equipment for the website, communicably connected to the website and the computer network;
- a notification directed by the host equipment, communicated over the computer network to the customer service provider device in response to the comment;

a registration input by the customer service provider device to the website, communicated via the computer network to the host equipment, to obtain access permission by the customer service provider device to view the comment on the website via communications over the computer network;

a response input by the customer service provider device to the website, communicated via the computer network to the host equipment, the response being relevant to the comment; and

a notification directed by the host equipment, communicated over the computer network to the customer device, regarding the response.

Claim 47 (new): The interactive customer service system of claim 46, wherein the comment is viewable by the customer service provider device in real time and wherein the response is viewable by the customer device in real time.

Claim 48 (new): The interactive customer service system of claim 46, further comprising:

a customer service provider website, communicably connected to the computer network, further comprising:

a clickable link accessible to the customer device for connection to the website via the computer network, to make the comment input.

Claim 49 (new): The method of claim 2, wherein the steps of inputting and sending by the customer, of receiving the comment and the customer service rating, of



notifying the customer service provider, and of inputting by the customer service provider of the response are each performed in substantially real time.

Claim 50 (new): The method of claim 49, further comprising the step of:  
accessing by the customer to view the response, in substantially real time.

Claim 51 (new): The method of claim 50, further comprising pluralities of the steps of receiving the comment and the customer service rating, notifying the customer service provider, and inputting by the customer service provider of the response, and accessing by the customer to view the response, are each performed in substantially real time.

Claim 52 (new): A method of providing an interactive customer service system operable via a computer network, comprising:

providing a website communicably connected to the computer network;  
communicably connecting a customer device over the computer network,  
to the website;

inputting a comment by the customer device to the website over the  
computer network;

providing the website with a notification director;

directing a notification by the notification director, to a customer service  
provider, in response to the step of inputting the comment;

receiving the notification by the customer service provider;

registering by the customer service provider to view the comment via communications over the computer network by a customer service provider device, communicably connected to the computer network;

viewing the comment by the customer service provider device by communicative connection over the computer network to the website;

inputting a response at the customer service provider device relevant to the comment;

sending the response to the customer device, via the website and the computer network.

Claim 53 (new): The method of claim 52, wherein the steps of inputting the comment, directing the notification, receiving the notification, viewing the comment, inputting the response, and sending the response are all performed in substantially real time.

Claim 54 (new): The method of claim 52, wherein the method allows real time interactive communications between the customer device and the customer service provider device over the computer network.

Claim 55 (new): The method of claim 52, further comprising the step of:

determining a point score for the customer service provider, based on pluralities of the comment and the response by varied pluralities of the customer device respecting the customer service provider; and

displaying the point score for the customer service provider on the website, accessible over the computer network.

Claim 56 (new): The method of claim 55, further comprising the step of:

determining a rank for the customer service provider against criteria; and

displaying the rank for the customer service provider on the website, accessible over the computer network.